



WHAS
P.O. Box 1100
Louisville, KY 40201

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract

855693

Schedule Dates 09/25/12-10/01/12
Advertiser Crossroads GPS (33741)
Agency/T-Code Crossroads Media LLC (2774)/055317791
Product Political - 527 Organization (1214)
Brand CROSSROADS GPS (131182)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6424 /
CPE 12/11/995
Account Types National/Political Issue - Agency
Billing Type Weekly/Irregular
Comments CROSSROADS GPS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/20/12
Last Modified 09/24/12
Entered By Lisa Nelson
CO-OP No
Headline # 06327924
Demo A3564
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,746.25
Net Total \$21,228.75
Sales Tax

Louisville (WHAS) (WHAS)

By Broadcast Month	Spots	Rate
Sep. 2012	40	\$19,850.00
Oct. 2012	9	\$5,125.00
Grand Total:	49	\$24,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11						1			1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	1)WHAS11 NEWS AT 11 M-SU W/O 5/21	9/20/12
2.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	11:58A- News @ 12pm						1			1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	2)WHAS11 NEWS AT NOON	9/20/12
3.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	4:58P- News @ 5pm						1			1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	3)WHAS11 NEWS AT 5 W/O 5/21	9/20/12
4.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5A- News @ 5am						1			1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	4)GOOD MORNING KYANA 5A	9/20/12
5.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5:29P- News @ 530pm						1			1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	5)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
6.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5:58P- News @ 6pm						1			1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	6)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
7.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	5:58A- News @ 6am						1			1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	7)GOOD MORNING KYNA 6A	9/20/12
8.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	6:58P- Entertainment Tonight						1			1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	8)ENTERTAINMENT TONIGHTW/O 5/21	9/20/12
9.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	7A- Good Morning America						1			1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	9)GOOD MORNING AMERICA	9/20/12
10.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	7:28P- Inside Edition						1			1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	10)INSIDE EDITION 5/21	9/20/12

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Johannessen, Jordan (2818)

Sales Office

TeleRep - New York

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MARONEY,STEPHANIE

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11.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	7:58P- 9P (ET)						1			1	\$450.00	\$450.00	Louisville (WHAS) (WHAS)	11)SHARK TANK	9/20/12
12.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	10:01P- Castle		1							1	\$1,800.00	\$1,800.00	Louisville (WHAS) (WHAS)	12)CASTLE	9/20/12
13.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	11:35P- 12:02A (ET)		1							1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	13)ABC NEWS NIGHTLINE W/O 5/21	9/20/12
14.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	11:58A- News @ 12pm		1							1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	14)WHAS11 NEWS AT NOON	9/20/12
15.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	3:58P- News @ 4pm		1							1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	15)WHAS11 NEWS AT 4P W/O5/21	9/20/12
16.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	4:58P- News @ 5pm		1							1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	16)WHAS11 NEWS AT 5 W/O 5/21	9/20/12
17.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	5A- News @ 5am		1							1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	17)GOOD MORNING KYANA 5A	9/20/12
18.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	5:29P- News @ 530pm		1							1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	18)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
19.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	5:58P- News @ 6pm		1							1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	19)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
20.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	7A- Good Morning America		1							1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	20)GOOD MORNING AMERICA	9/20/12

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / NCAA - FOOTBALL	09/29/12-09/29/12	3	:30	12P- Big East College Football							1		1	\$2,000.00	\$2,000.00	Louisville (WHAS) (WHAS)	21)U OF L FOOTBALLSEP12-DEC12	9/20/12
22.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	6A- 10A (ET)							1		1	\$150.00	\$150.00	Louisville (WHAS) (WHAS)	22)GOOD MORNING SATURDAY	9/20/12
23.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6A- 8:57A (ET)								1	1	\$150.00	\$150.00	Louisville (WHAS) (WHAS)	24)GOOD MORNING SUN	9/20/12
24.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6:29P- News @ 630pm Weekend								1	1	\$500.00	\$500.00	Louisville (WHAS) (WHAS)	25)WHAS11 NEWS AT 630P W/O 5/21	9/20/12
25.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	11:35P- 12:02A (ET)					1				1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	26)ABC NEWS NIGHTLINE W/O 5/21	9/20/12
26.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	11:58A- News @ 12pm					1				1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	27)WHAS11 NEWS AT NOON	9/20/12
27.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	3:58P- News @ 4pm					1				1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	28)WHAS11 NEWS AT 4P W/O5/21	9/20/12
28.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	5A- News @ 5am					1				1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	29)GOOD MORNING KYANA 5A	9/20/12
29.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	5:29P- News @ 530pm					1				1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	30)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
30.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	5:58P- News @ 6pm					1				1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	31)WHAS11 NEWS AT 6 W/O 5/21	9/20/12

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31.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	7A- Good Morning America					1				1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	32)GOOD MORNING AMERICA	9/20/12
32.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11:35P- 12:02A (ET)			1						1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	33)ABC NEWS NIGHTLINE W/O 5/21	9/20/12
33.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11:58A- News @ 12pm			1						1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	34)WHAS11 NEWS AT NOON	9/20/12
34.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	3:58P- News @ 4pm			1						1	\$275.00	\$275.00	Louisville (WHAS) (WHAS)	35)WHAS11 NEWS AT 4P W/O 5/21	9/20/12
35.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	5A- News @ 5am			1						1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	36)GOOD MORNING KYANA 5A	9/20/12
36.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	5:29P- News @ 530pm			1						1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	37)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
37.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	5:58P- News @ 6pm			1						1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	38)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
38.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	7A- Good Morning America			1						1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	39)GOOD MORNING AMERICA	9/20/12
39.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11				1					1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	40)WHAS11 NEWS AT 11 M-SU W/O 5/21	9/20/12

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40.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	11:58A- News @ 12pm				1					1	\$250.00	\$250.00	Louisville (WHAS) (WHAS)	41)WHAS11 NEWS AT NOON	9/20/12
41.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	4:58P- News @ 5pm				1					1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	42)WHAS11 NEWS AT 5 W/O 5/21	9/20/12
42.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5A- News @ 5am				1					1	\$175.00	\$175.00	Louisville (WHAS) (WHAS)	43)GOOD MORNING KYANA 5A	9/20/12
43.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5:29P- News @ 530pm				1					1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	44)WHAS11 NEWS AT 530P W/O 5/21	9/20/12
44.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5:58P- News @ 6pm				1					1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	45)WHAS11 NEWS AT 6 W/O 5/21	9/20/12
45.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	5:58A- News @ 6am				1					1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	46)GOOD MORNING KYNA 6A	9/20/12
46.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	6:58P- Entertainment Tonight				1					1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	47)ENTERTAINMENT TONIGHTW/O 5/21	9/20/12
47.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	7A- Good Morning America				1					1	\$375.00	\$375.00	Louisville (WHAS) (WHAS)	48)GOOD MORNING AMERICA	9/20/12
48.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	7:28P- Inside Edition				1					1	\$700.00	\$700.00	Louisville (WHAS) (WHAS)	49)INSIDE EDITION 5/21	9/20/12
49.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	7:58P- ABC College NCAA Football 3							1		1	\$800.00	\$800.00	Louisville (WHAS) (WHAS)	51)	9/24/12

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